

ORDER



KSDK

Orders
Order / Rev: 703773
Alt Order #: 06259221
Product Desc: SENATE MAJORITY PAC
Estimate: 1542
Flight Dates: 08/01/12 - 08/07/12
Original Date / Rev: 07/31/12 / 08/02/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Senate Majority PAC
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	14	\$41,500.00	\$35,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	14	\$41,500.00	\$35,275.00	0.00
Totals	14	\$41,500.00	\$35,275.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	26%	\$41,500.00
Market	100%	\$159,615.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$9,576.92
KETC	0%	\$0.00
KMOV	28%	\$44,692.31
KNLC	0%	\$0.00
KPLR	5%	\$7,980.77
KTVI	35%	\$55,865.38
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	08/02/12	08/07/12	M-F NBC Today 7-9A	CM	7-9A	MT- TF--	:30	2	\$900.00	P-1	0.00	NM	3	\$3,000.00
NBC Today 7-9A															
**3X NA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/01/12	08/07/12	MT- TF--	2		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSDK	08/01/12-08/07/12		M-F NBC Today 7-9A	7-9A		MT- ThF----	:30	(\$900.00)	0.00	NM				

